

Commercial News®

XXIV:6

The Showcase for American-Made Products and Services

www.export.gov/cnusa

November/December 2008

USA

American Companies Seeking Partners Worldwide



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Official Magazine



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International Visitors Contact:

Yolanda Obando
Tel. +702.599.3063
Fax. +702.599.9622
yolanda.obando@lasvegasmarket.com

International Exhibitors Contact:

Martha Denham
Tel. +702.599.3043
Fax. +702.599.9625
design@lasvegasmarket.com



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U.S. Trade Shows Welcome International Buyers

Every issue of Commercial News USA features trade shows in the United States that encourage attendance by international buyers. Many of these shows are supported by the U.S. Department of Commerce International Buyer Program (IBP).

IBP-designated shows provide excellent opportunities to meet motivated U.S. exporters. Each year, the IBP recruits more than 125,000 qualified international buyers, sales representatives, and business executives to join delegations attending U.S. shows.

The International Buyer Program supports shows that are clearly recognized in the industry as the leading event for the promotion of the products and services of that industry. This gives international buyers an opportunity to assess the best and latest U.S. technology, products, and services.

IBP-supported trade shows also provide a venue for international buyers to make valuable contacts with U.S. firms interested in exporting and forming international business partnerships.

To help facilitate business connections, the International Buyer Program provides access to computer-based matchmaking

services that match buyers by product, country, and type of business relationship desired with profiles of American companies exhibiting at the show.

Special on-site services are offered to international buyers at IBP events that may include an official welcoming and reception location for all international guests; information on the conference, venue, and seminars; assistance in translation and interpretation services; and private meeting rooms.

International buyers who participate in the International Buyer Program as part of an organized delegation also are given a separate designated international registration area.

If you are interested in joining a delegation to an IBP show, you can find contact information for the U.S. Commercial Service office in your country online at www.buyusa.gov. A complete list of IBP shows also is available online at www.export.gov/ibp.

Sincerely,
Blanche Ziv
Manager, International Buyer Program
U.S. Department of Commerce

U.S. Department of Commerce, International Trade Administration

Secretary of Commerce
Carlos M. Gutierrez

**Under Secretary for
International Trade**
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**Assistant Secretary for Trade
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Israel Hernandez

**Deputy Director General
U.S. Commercial Service**
Rochelle Lipsitz

**Commercial Service Liaison
Trade Promotion Programs**
Terry Shavatt

Commercial Service Offices
www.buyusa.gov

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Commercial News[®] USA

Editor and Publisher
Gregory Sandler
greg@thinkglobal.us

Director of Advertising and Marketing
Paul Adams
paul@thinkglobal.us

Art Director
Stan Fede
stan@thinkglobal.us

Webmaster
Tom Novelli
tom@thinkglobal.us

Administrative Assistant
Evan Ray
evan@thinkglobal.us

Interns
James Hannon
Anna MacLean

Western U.S. Advertising
RC Bublitz & Associates
bublitz@thinkglobal.us

Eastern U.S. Advertising
ThinkGlobal Inc.
advertise@thinkglobal.us

Advertising Information

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P.O. Box 865
Northampton, MA 01061 USA
413-586-8588
Fax: 413-584-1688
info@thinkglobal.us
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The Showcase for American-Made Products and Services

www.export.gov/cnusa

November/December 2008

USA

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February 3-6, 2009: Seminars, February 2-6, 2009: in Las Vegas World of Concrete Gears Up for 2009 Show

With 84,789 professional registrants from around the world, World of Concrete 2008 in Las Vegas, Nevada, delivered the second-largest event, second only to WOC 2007's record-breaking show. This February, WOC 2009 will present the newest concrete and masonry products, ideas, and technologies from 1,700 exhibiting companies in more than 900,000 net square feet.

WOC 2009 will once again feature special product and action areas including The Producer Center, a dedicated marketplace of materials, equipment, demos, and seminars for concrete producers; Material Handling, offering trucks, excavators and more for material delivery, distribution, concrete placement, and earth moving; Concrete Repair and Demolition, housing a display of surface preparation equipment, scarifying, grinding, sawing equipment, and other demolition products; World of Masonry, showcasing a full range of products, tools, information, and technology for masonry professionals; and Technology for Construction, featuring the newest products and tools for the commercial construction industry from top information technology and systems providers.

New in 2008 and returning for 2009 will be the GREEN-SITE area of the show floor located in the South Hall, Level 2. In this well-attended area, exhibitors will showcase green building technologies and products along with interactive displays, video and live presentations, and valuable information on this growing sector of the commercial and residential construction industries.

The World of Concrete Education Program is lauded as a world-class feature at the show with more than 150 sessions in targeted 3-hour sessions covering everything from Concrete Fundamentals to Decorative Concrete and Business/Project Management in addition to 90-minute topics including Leadership/Management, Technology for Construction, Green Building, Safety/Risk Management, and more.



As a member of the 2009 International Buyer Program (IBP), World of Concrete management and the U.S. Commercial Service will work closely in the global promotion of the show bringing international buyers and exhibitors together to expand business both domestically and overseas. As part of the program, delegations from all over the globe attend World of Concrete to network, see new products and connect with U.S. exhibitors interested in exporting goods and services.

With such a wide variety of events, demonstrations, educational sessions and much more, it is no wonder why World of Concrete continues to create an important and vital marketplace for attendees and exhibitors, and it was named by Tradeshow Week as one of the Top 50 Fastest-Growing Tradeshows in 2007 & 2008. Stay current on the latest information at www.worldofconcrete.com.

World of Concrete 2009 returns to the Las Vegas Convention Center, February 3-6; Seminars 2-6, and will continue to build upon its reputation as THE annual international commercial construction show for the concrete and masonry industries.



Jackie James
World of Concrete, Dept. CN
6191 N. State Highway 161, Suite 500
Irving, TX 75938-2220 USA

TEL: 972-536-6379
FAX: 972-536-6402
JJJames@hanleywood.com
www.worldofconcrete.com

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Improve Your Results with New Products, Services, Information at NRA Show® 2009

The National Restaurant Association

Restaurant, Hotel-Motel Show, May 16-19, 2009

International buyers from more than 100 countries will join 71,500 colleagues and peers to meet with 2,200 exhibitors at the 2009 National Restaurant Association Restaurant, Hotel-Motel Show, May 16-19 at Chicago's McCormick Place. By attending NRA Show 2009, you will efficiently and cost-effectively find the new products, ideas, information and contacts you need to solve today's restaurant, hotel, and catering challenges.

At the world's largest industry event, you will discover the products and information you need to improve employee recruitment and retention, learn how to manage increased operating costs, address food safety, develop new menu successes, improve efficiency through technology, learn about environmentally friendly initiatives, comparison shop, test new equipment, and take advantage of exhibitors' show-only special buying opportunities.

The 2009 show extends a warm welcome to international guests. Meet with operators and suppliers involved in international business in a relaxed setting at the International Reception held on Saturday evening. Also, the International Trade Center (ITC) provides an ideal setting for international buyers to interact with U.S. exporters. The ITC features private meeting rooms, business matchmaking and interpretation services, and lounge areas with complimentary beverages. Participate in the International Back-of-the House Restaurant Tours (for registered international guests only) – half-day trips into some of Chicago's most successful restaurants – and find solutions with more than 70 free education sessions led by experts who cover important industry topics.

"For me, being at the NRA Show is staying in touch with the heartbeat of what's going on in the industry across the country and around the world."

Art Smith, award-winning chef, restaurateur, and television personality

Specialty pavilions have been created for buyers to easily find the newest and most innovative food, beverages, equipment, technology and more from around the world.

- The American Food Fair – regional specialty foods from around the U.S.
- International Cuisine Pavilion – authentic, international food and beverage products from around the world



- Kitchen Innovations Pavilion – a showcase of cutting-edge commercial kitchen equipment
- Technology Pavilion – hosts education sessions and exhibits focusing on POS systems, security, customer relations management, kitchen and inventory management and more
- Organic & Natural – certified organic and natural products
- Franchise Pavilion – business opportunities provided by chain restaurant franchisors
- EDGE Design Pavilion – a source of ideas in the latest graphics, textiles, lighting, flooring, fixtures, furniture and more.

Take these steps to plan your trip to NRA Show 2009 in Chicago:

- Register online to attend. Receive special discounts when you book your hotel and transportation through the NRA Show Travel Desk.
- Download a letter of invitation.
- Identify the exhibitors you most want to meet.
- Review the more than 70 free education sessions and plan your schedule.



The National Restaurant Association
Restaurant, Hotel-Motel Show
150 N. Michigan Avenue, Suite 2000
Chicago, IL 60601-7569 USA

TEL: 1-312-853-2525
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2009



Attend NRA Show® 2009 to Improve Your Business

Discover All the People, Products and Information You Need to Succeed.

- Network with 71,500+ attendees from around the world
- Meet 2,200+ exhibitors showcasing global products and services
- Explore 900+ product categories covering all restaurant, hospitality and retail needs
- See more food, beverage and equipment than any other event
- Learn from top industry experts in 70+ FREE education sessions and culinary demonstrations

The National Restaurant Association Restaurant, Hotel-Motel Show is the Western Hemisphere's largest restaurant, hotel and catering event. Attend and connect with the entire industry in one place.

Improve Your Bar Program Profits

Discover 400+ brands and labels showcased by vintners, distillers and brewers from around the world at the International Wine, Spirits & Beer Event.* This focused, two-day event will be held 17-18 May in conjunction with the 4-day, 16-19 May, NRA Show 2009 at McCormick Place, Chicago.

**Separate registration and qualifications required to enter IWSB.*

Visit www.restaurant.org/show to register, for more information and NRA Show videos.



17-18 May 2009
McCormick Place, Chicago
www.winespiritsbeer.org



16-19 May 2009
McCormick Place, Chicago
www.restaurant.org/show



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January 15-18, 2009, in Orlando, Florida

The SHOT Show Showcases Shooting, Hunting, and Outdoor Products

From January 15 to 18, the Orange County Convention Center in Orlando, Florida, will host the Shooting, Hunting, Outdoor Trade Show and Conference – The SHOT Show – the world's shooting firearms, hunting, and outdoor products event for the shooting sports and hunting industries. Attendees from around the world can source new products, speak directly to manufacturers and distributors, place orders with exhibitors on the show floor, attend information-packed education sessions, and exchange information with peers and colleagues.

The SHOT Show, owned and sponsored by the National Shooting Sports Foundation and produced by Reed Exhibitions, is the world's leading showcase for firearms, ammunition, cutlery, outdoor apparel, optics, camping, law enforcement, and related products and services. The 2009 event is expected to be even bigger and better than the record-breaking 2008 event which occupied 715,000 square feet of exhibit space and attracted 58,769 attendees, 1,950 exhibitors, 1,725 members of the press, and 30,686 buyers.

Education Sessions

Attendees may register for The SHOT Show University, a full day of educational seminars on topics that are important to the shooting sports and outdoor industry. Special free seminars are planned to provide retailers with information about growing their businesses and staying current with industry trends and issues. Similar seminars for law enforcement professionals will provide expert information on the latest products and technologies.

“SHOT Talk”

“The key customers and the key decision makers in the industry are under one roof and that's great for anybody. A phenomenal show.”

— Matt Kriesel, chairman of Impact Jel, a first-time exhibitor

“This is my first show, and it's bigger than I expected. I've spent all four days here, and I have found some products that I think will really be big sellers for me. The biggest benefit has been the many contacts I've made. The Last Blast Drawing is one of the reasons we are here for the final day, but you need four days to see it all anyway.”

— Chris Dunn, owner, Cheylon Canyon Guns Co., Queen Creek, Ariz.



Show Highlights

The first night of the event features The NSSF State of the Industry Dinner which includes a gala reception, dinner, multimedia presentation, industry awards, and an entertaining live performance.

Planning to Attend

More than 50 Orlando-area hotels are offering blocks of reserved rooms exclusively for SHOT Show participants. Attendees are encouraged to arrange for accommodations as early as possible – they can do so easily and conveniently by visiting the SHOT Show website, www.shotshow.org.

The SHOT Show will provide first-time and returning international visitors with an unmatched opportunity to source products and services in the shooting, hunting, and outdoor industries. For complete details about the show, including education sessions, seminars, and other events, visit www.shotshow.org.

The SHOT Show
383 Main Ave.
Norwalk, CT 06851 USA

TEL: 203-840-5600
FAX: 203-840-9600
inquiry@shot.reedexpo.com
www.shotshow.org

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Get ready for an entire year's worth of new products, new segments, new product lines, and new merchandising ideas. Get ready for new Show specials, new discounts and new buying opportunities. It's the annual best of the shooting, hunting and outdoor trade. And remember, the only way to ensure your business is fully primed and on target is to attend SHOT Show every year. It's time to reload.

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The NAB Show: Be Part of the IMAGINation

April 17-23 in Las Vegas, Nevada USA

A meet-up of 100,000+ citizens, this is a living, breathing city unlike no other in the world where imagination meets technology. A place where content comes to life – the NAB Show. On air, online, on screen and on the go, tomorrow's content is everywhere – and most importantly, it's all right here.

The NAB Show floor ... features more than 1,600 companies and 900,000+ square feet of exhibit space, the unprecedented opportunity to shop this marketplace is the hallmark of IMAGINation.

Over twice the size of any other tradeshow centered on content creation, management and delivery, at the NAB you will see the latest technologies side-by-side, get hands-on with the latest products and talk directly with the experts involved with their development. C-level executives, technical developers and key sales contacts are always on-hand to meet you in their booth.

Expand your IMAGINation ... and take your NAB Show experience a step further by adding a professional level educational program that will present thought provoking, forward-thinking concepts evolving from the spectrum of next-generation technologies being showcased on the exhibit floor.

Get Solutions and Find Opportunities... relevant to the primary business challenges you face today and are planning for tomorrow. Through hands-on, interactive learning delivered by media pioneers, visionaries, digital celebrities and pixel gurus, the NAB Show's premiere collection of educational programs offers the know-how needed to succeed.

- Re-purpose content to grow profits and generate new revenue streams
- Produce or deliver content in high definition or 3D
- Improve workflows and facility performance
- Ensure your content is marketable to a global audience

Attend the NAB Show Just One Time and Benefit for Your Entire Career ... For many content professionals, the NAB Show is an annual part of their schedule and an important part of their business strategy. Attend in 2009 and you'll understand why it's invaluable to be present at this extraordinary experience.

Lead or Join a Delegation to NAB Show

Attending the NAB Show as part of a delegation will make your experience easier and more productive. Participants benefit from convenient group registration and hotel room block reservations, and also receive complimentary registration, a savings of \$150.00. For information on forming a delegation or to find out how you can participate in an existing group from your country, visit www.nabshow.com/international or email delegations@nabshow.org.

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The NAB Show
1771 N. Street NW
Washington, D.C. 20036

TEL: 1-202-429-5300
www.nabshow.org

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WELCOME TO THE IMAGINation



Imagine an event powerful enough to lead an industry of converging technologies. Imagine a gathering of global professionals and solutions providers from every stage of the content lifecycle, from creation to consumption. Imagine the ultimate educational experience.

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NABSHOW™
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Conferences: April 17–23, 2009 / **Exhibits:** April 20–23
Las Vegas Convention Center / Las Vegas, Nevada USA
www.nabshow.com

*EXHIBIT PASSPORT registrants receive access to the Exhibit Halls, Opening Keynote Address and State-of-the-Industry Address. Registration officially opens September 2008. Offer is valid for registration prior to April 16, 2009. A processing fee will be applied after that date. To register, go to www.nabshow.com; select Register Now; select EXHIBITS PASSPORT; and enter the PASSPORT code above.

April 1–3, 2009, in Las Vegas

International CTIA WIRELESS 2009: The Decision that Counts

If your business relies on developments in wireless and converged communications, mobile Internet, computing and mobile data, the 24th annual International CTIA WIRELESS will be your most important technology event of the year.

Occupying more than 400,000 square feet of space at the Las Vegas Convention Center from April 1 to 3, 2009, the International CTIA WIRELESS 2009 will host more than 40,000 attendees, 1,200 exhibitors and 1,000 members of the press.

The theme of the 2009 event—"Mobile Life"—expresses the essence of wireless: a technology that has changed the way we interact with the world and allowed us to be "present" when we're not, share moments otherwise lost, do more, work smarter, and live better.

As an official U.S. Department of Commerce International Buyer Program (IBP) event, International CTIA WIRELESS 2009 extends a special welcome to international attendees who will come from every continent to learn more about exciting new wireless applications and emerging technologies.

What makes International CTIA WIRELESS 2009 special? Special Interest Pavilions from Canada, China, Ireland, India, Israel, Korea, Spain, Taiwan, and the UK; the CTIA Emerging Technology Awards; the Tower Technology Summit; the M2M (Machine-to-Machine Zone); and more—including the CTIA WIRELESS Gala and the Fashion in Motion show.

Join your country's delegation to International CTIA WIRELESS 2009 by contacting the U.S. Commercial Service office in your country (www.buyusa.gov) or Kisme M. Williams, Marketing Manager. For more information or to register, visit www.ctiashow.com or call 202-785-0081.

Kisme M. Williams, Marketing Manager
CTIA—The Wireless Association®
1400 16th Street, NW Suite 600
Washington, DC 20036 USA

TEL: 202-736-3247
FAX: 202-736-3686
Kwilliams@ctia.org
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It's Mobile Life!

International **CTIA WIRELESS 2009®**
A Division of CTIA—The Wireless Association®

April 1–3, 2009
Las Vegas Convention Center Las Vegas, NV www.ctiashow.com

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April 25-30 in Cleveland, Ohio, USA

Interwire 2009: The Focus Is on Exports

Interwire is the largest wire and cable trade show in the Americas, running April 25-30, 2009 at the I-X Center in Cleveland, Ohio, USA.

The focus at Interwire 2009 will be on exports; the event—which includes education sessions, networking, and informational exchanges throughout the week—is backed by the U.S. Department of Commerce's International Buyer Program.

Buyers interested in establishing an export program will find solutions applicable to myriad manufacturing sectors, including the automotive, aerospace, construction, communications, medical, transportation, telecommunications, electronic, furnishing, mining, and appliance industries.

Interwire typically includes more than 500 exhibiting companies. The International Fastener Exposition (IFE), organized by The International Fastener Machinery Suppliers Association (IFMSA), will co-locate with Interwire again, giving visitors full access to a comprehensive and contiguous 150,000 sq. ft. exhibition.

Exhibitors either supply to the industry or manufacture wire, cable or fastener, and formed and fabricated wire products. Operating equipment, special interest pavilions, and demonstra-



tions are popular show floor highlights. Exhibitor offerings represent more than 140 product types that cover all industry sectors: ferrous, nonferrous, electrical, fastener, general, and fiber optics.

The interaction and commerce at each event attracts representatives from more than 50 countries who rely on the Interwire marketplace. Many are repeat participants.

Interwire is an established tradeshow. Introduced in 1981, today the biennial Interwire, which ranks as one of the 200 largest tradeshows in the U.S. by *Tradeshow Week* magazine, affords participants a valuable meeting place for international business.

The Wire Association International
1570 Boston Post Road
P.O. Box 578
Guilford, CT 06437 USA

TEL: +1-203-453-2777
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www.wirenet.org/events/interwire

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Meet Interwire—the gold standard in wire and cable trade events in the Americas—where inventory and equipment await a global destination.

At Interwire more than 500 exhibiting companies will demonstrate how their supplies, merchandise, and machines can **ELEVATE YOUR BUSINESS OPERATIONS TO THE NEXT LEVEL.**

Interwire will be back at Cleveland, Ohio's I-X Center and backed by the U.S. Department of Commerce's International Buyer Program. We'll all be focused on U.S. exports around the world. So when you land new contacts and partnerships at Interwire we'll help ensure the goods you require are **HOMEWARD BOUND.**

Whether it's wire to Wales or an order for fence in the Outback, Interwire is a vast marketplace set on an international stage. Educational **PRESENTATIONS AND NETWORKING ARE ANOTHER AGREEABLE PART OF THE DEAL.**

To learn more about the industry's most anticipated business week in 2009, visit The Wire Association International, Inc. website at: [HTTP://WWW.WIRENET.ORG/EVENTS/INTERWIRE](http://WWW.WIRENET.ORG/EVENTS/INTERWIRE)



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- Collection/Transfer
- Landfill Management
- Recycling/Processing/Composting

In addition, there will be 4 pavilions:

- Truck Components & Supplies
- Technology
- NEW Waste Based Energy
- NEW Hydraulics & Pneumatics

International Reception:

Tuesday, June 9 complimentary to all international attendees.

Organized by:



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Waste Age



Contact the Commercial Service
Officer at your local U.S. Embassy
or Consulate to discuss attending
this important waste industry
trade show.



Las Vegas Convention Center • Las Vegas, Nevada, USA
College of Technology: March 16-17, 2009
Conference & Exposition: March 18-20, 2009

www.iwceexpo.com

FREE Exhibit Hall Admission for International Attendees!

IWCE is the **ONE** place where all industries and all communications professionals come together to share thoughts and ideas on wireless communications technologies.

If you are responsible for planning and implementing an organization's wireless technology future you can NOT miss this event! IWCE attendees include:

- Technology end users from all industries • Public safety agencies
- Wireless service providers • IT professionals • Dealers and consultants

350 companies will be displaying the following technologies to **6300** industry participants from **57** countries:

- Mobile Voice/Mobile Data
- PCS/Cellular
- Telematics
- RF Engineering
- GPS
- Antennas and Accessories
- 802.11/Wi-Fi/WiMax
- VoIP
- Towers
- And a great deal more!

IWCE... Providing Wireless Solutions for the Working World

Organized
by:



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11560

January 20 - 23, 2009

The International Builders' Show Is Back in Las Vegas

The International Builders' Show®, the largest annual light construction trade show in the world, attracts more than 90,000 building industry professionals from around the globe. The trade show features more than 1,700 exhibitors providing the latest and most innovative home building products and services. It also offers more than 250 educational sessions led by industry experts and notable business entrepreneurs.

Exhibitor products cover more than 200 categories. Top categories include kitchen and bath, home technology and green building products and services. The prominence and magnitude of the event make the International Builders' Show the preferred platform for exhibitors to launch new products and technologies.

This event is the preeminent marketplace for anyone involved in the residential and light construction building industry. International visitors travel to the show from nearly 100 countries. If you are involved in any aspect of the home building or light construction industry you are encouraged to attend.

The International Builders' Show is one of the select U.S. trade shows to be chosen by the U.S. Department of Commerce to participate in the International Buyer Program (IBP). U.S. embassies, consulates and commercial centers worldwide promote The International Builders' Show, organize delegations and encourage international buyers, agents and distributors to attend. International visitors who attend through the IBP receive discounted registration fees. For more information, please contact your nearest U.S. embassy or consulate (www.buyusa.gov).

The International Builders' Show is sponsored and managed by the National Association of Home Builders, the largest building association in the United States, serving more than 235,000 members.

Show dates are Tuesday, January 20, through Friday, January 23, at the Las Vegas Convention Center. To register and view the most current event information please visit www.BuildersShow.com/International.

Stephen R. McCollum, CMP, Marketing Manager
National Association of Home Builders
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Trade Shows Featured in This Issue of Commercial News USA

The SHOT Show

(Shooting Sports and Equipment)
January 15-18, 2009 in Orlando, Florida
www.shotshow.org

International Builders Show

(Home Building Products and Service)
January 20 - 23, 2009 in Las Vegas
www.BuildersShow.com/International

World of Concrete

(Concrete and Construction Materials)
February 3-6, 2009 in Las Vegas
www.wirldofconcrete.com

Las Vegas World Market Center

(Home and Hospitality Contract Furnishings)
February 9-13, 2009 in Las Vegas
www.lasvegasmarket.com

IWCE

(International Wireless Communications Expo)
March 16-20, 2009 in Las Vegas
www.iwceexpo.com

IPC APEX Expo

(Printed Circuits and Assemblies)
March 31-April 2, 2009 in Las Vegas
www.ipc.org

CTIA-The Wireless Show

(Wireless Communications)
April 1-3, 2009 in Las Vegas
www.ctia.org/ctiawireless

NAB Show, National Association of Broadcasters

(Content Creation, Management, Distribution, and Consumption)
April 17-23, 2009 in Las Vegas

Interwire Trade Exposition

(Wire, Cable, and Fastener Products and Supplies)
April 25-30, 2009 in Cleveland, Ohio
www.wirenet.org

National Restaurant Association Show

(Foodservice/Hospitality Products and Services)
May 16-19, 2009 in Chicago
www.restaurant.org

Waste Expo

(Solid Waste and Recycling Expo)
June 8-11, 2009 in Las Vegas
www.wasteexpo.com

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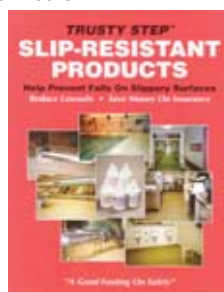
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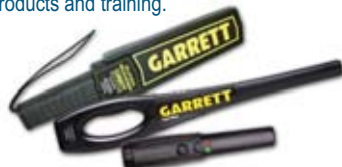
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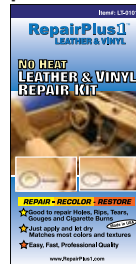
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Vitamec: American Vitamin Manufacturer Finds Success in the Middle East

A popular line of children's vitamins is selling well in the Middle East. Five years ago, after reading an advertisement from Vitamec Inc. in Commercial News USA, Amal Shoubaki, owner of the Orient Montreal Drugstore in Amman, Jordan, placed an order for \$US15,000. Today, Shoubaki is one of Vitamec's largest customers in the Middle East.

Overall, during the past five years, export sales for Vitamec have grown by 182 percent per year. "Half of our export sales per year can easily be attributed to Commercial News USA," says Viken Momdjian, president of Vitamec USA, based in Van Nuys, Calif.

"Another 25 percent is the result of other U.S. Commercial Service export assistance programs, and the balance is from our own in-house marketing efforts."

Vitamec's success in Jordan is indicative of the opportunity that awaits both American companies and their partners worldwide.

"I anxiously look forward to receiving regularly every issue of Commercial News USA," said Shoubaki. "I go thoroughly through the ads and the editorials looking for innovative and fresh products like

Vitamec's to expand my business in the Hashemite Kingdom of Jordan. Made in the U.S. products enjoy credibility, and are highly appreciated in our country."

Earlier this year Vitamec's export success was recognized with the E-Award. U.S. Department of Commerce Secretary Carlos M. Gutierrez joined President Bush at the White House in May to present Vitamec with the Presidential Award for excellence in exporting.

"Vitamec's success in Jordan is indicative of the opportunity that awaits both American companies and their partners worldwide."

The E-Award is the highest honor the federal government can give to American people, firms or organizations that have made significant contributions to the increase of American exports.

"Vitamec USA Inc. was honored to receive the E-Award. We greatly appreciate the federal and state export assistance programs that have been a driving force behind our success in



Amal and Aon Shoubaki in front of a Mr. Tumee display at a pharmacy in Amman, Jordan.

international markets," said Momdjian. "Through this assistance, children from around the world have been able to enjoy Mr. Tumee, the innovative line of children gumees supplements."

Much of Vitamec's export growth is a direct result of advertising in Commercial News USA, the Commerce Department's export promotion magazine. "If you are looking for international exposure for your product, Commercial News USA magazine is your best bet," said Momdjian.

Vitamec (www.vitamec.com) launched the Mr. Tumee line of children's gumees vitamins in 2001. Mr. Tumee is pectin-based, with 100% natural flavors. The product is vegan certified, and comes in a variety of formulas, flavors, and shapes. To satisfy the many different tastes of children and their parents around the world, the Mr. Tumee line was expanded to include sugar-free and certified organic gumees.

Mr. Tumee gumees vitamins are formulated especially for children. "We recently introduced our new Omega Fruit flavored gumees, which provide children with the benefits of vital and essential omega-3 DHA," said Momdjian. "Kids love the all-natural fruit flavors, and parents love happy, healthy and bright children."

Because of its success with Mr. Tumee, Vitamec USA has launched three new children's supplements called Space Gummies, Gummi King and Primovitamins. These products also have achieved significant success in international markets.

More information about the Mr. Tumee product line is available online at www.mrtumee.com

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2. What is the principal business activity of your company or organization?

- ☐ Wholesaler
- ☐ Industry (Purchasing)
- ☐ Representative/Distributor
- ☐ Trade Association
- ☐ Dealer
- ☐ Manufacturer
- ☐ Export Trading Company/Broker
- ☐ Government
- ☐ Agent/Broker
- ☐ Service
- ☐ Other

3. How many employees work for your company?

- ☐ 1 ☐ 2-10 ☐ 11-50 ☐ 51-100
- ☐ 101-500 ☐ More than 500

4. How much does your company spend each year on products and services from other countries?

- ☐ Less than \$100,000
- ☐ \$100,000-499,999
- ☐ \$500,000-999,999
- ☐ More than \$1,000,000

5. How comfortable are you reading documents written in English?

- ☐ Very comfortable
- ☐ Somewhat comfortable
- ☐ Not comfortable at all

6. Where does your company currently import products from (check all that apply)?

- ☐ Africa
- ☐ Asia/Pacific (except China)
- ☐ Canada
- ☐ Central America
- ☐ China
- ☐ European Union
- ☐ India
- ☐ Mexico
- ☐ Middle East
- ☐ South America
- ☐ United States
- ☐ Other

7. Do you personally make purchasing decisions?

- ☐ Yes ☐ No

8. How many people in your company read each issue of Commercial News USA?

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6
- ☐ More than 6

9. How would you rate the relevancy of Commercial News USA to your business?

- ☐ Very relevant
- ☐ Somewhat relevant
- ☐ Not relevant

10. How many purchases have you made from companies as a result of reading Commercial News USA?

- ☐ None ☐ 1 ☐ 2-3 ☐ 4-5 ☐ 6-10
- ☐ More than 10

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